



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/30 thru 06/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. May 30, 2008

NATIONAL SUMMARY

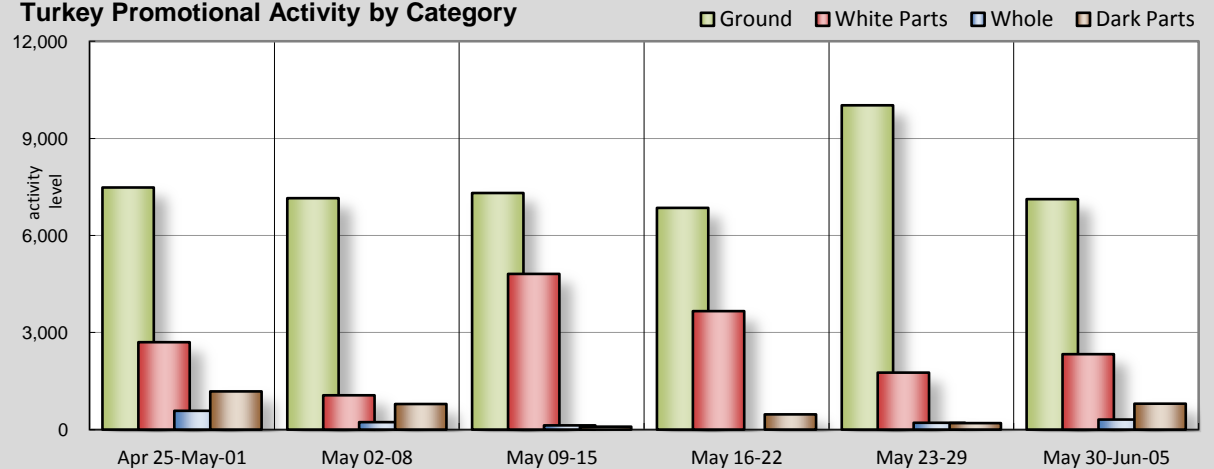
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	40.1% of 18,000 outlets		42.0% of 18,000 outlets		50.2% of 17,000 outlets	
Special Rate ^{4/}	5.3%		3.4%		3.4%	
Activity Index ^{2/}	10,930		13,590		16,730	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			50	1.26	120	0.99
" - Toms			30	1.25	120	0.99
Frozen - Hens	230	0.96	130	0.89	30	0.89
" - Toms	80	0.93			30	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	150	2.06	190	2.01	170	2.04
Frozen	690	1.61	810	1.90	930	1.78
Hotel Style						
Fresh					130	1.49
Frozen					260	0.99
Split, bone-in						
Fresh	140	1.99				
Rotisserie	80	7.46	230	8.00	440	6.25
Boneless, whole						
	220	4.89	50	3.84	240	4.62
Cutlets						
	540	4.13	140	4.26	1,080	4.50
Cutlets, thin sliced						
	100	4.99	210	4.94	90	3.99
Strips						
					250	4.54
Tenders						
	410	4.53	130	3.19	1,030	3.99
Marinated Tenders						
	130	3.82	990	4.34	1,500	2.87
Drumsticks						
	270	1.58			220	1.02
Thighs						
	10	1.89			10	1.69
Wings						
	270	1.58			340	1.10
Necks						
	10	1.39				
Smoked Drumsticks						
	120	2.03	100	1.49	50	1.39
Smoked Wings						
	120	2.03	100	1.49	50	1.35
Smoked Necks						
GROUND TURKEY:						
	7,120	2.84	10,020	2.43	9,140	2.76
Patties						
	530	2.90	2,160	2.73	1,430	2.64
Sausage						
	1,250	2.48	2,230	2.47	1,220	2.40
85% lean						
	1,060	1.83	1,940	1.99	1,870	2.09
93% lean						
	2,470	2.41	3,150	2.24	1,890	2.33
Breast						
	1,810	4.25	540	3.79	2,730	3.75
Rolls (frsh/frz 1 lb.)						
	240	1.17	410	1.41	500	1.00

Note: rolls not included in ground fresh ground turkey total and weighted average.

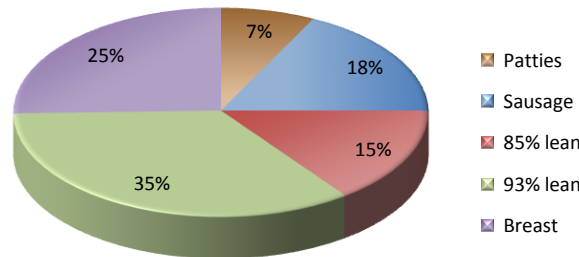
This Week's Turkey Feature Highlights

Retail features for turkey items are not as prominent this week. Retailers in the West are the most aggressive with over half of all sampled outlets promoting turkey. Frozen whole turkeys are more available, especially hens at higher average prices. Interest in turkey parts recovers as retailers look forward to first of the month sales. Frozen whole breasts are popular and prices are very attractive. Offers are active on cutlets at lower trending prices and on tenders at much stronger prices. Drums and wings are widely offered in the East. Ground turkey is less active this week, but still very popular as we head into the summer. Post holiday promotions on patties are light while 93% lean continues to be the favorite grind followed by ground breast this week. The weighted average price is higher on all grinds except the 85% lean. Stormy weather around much of the country will make this a good week to cook indoors.

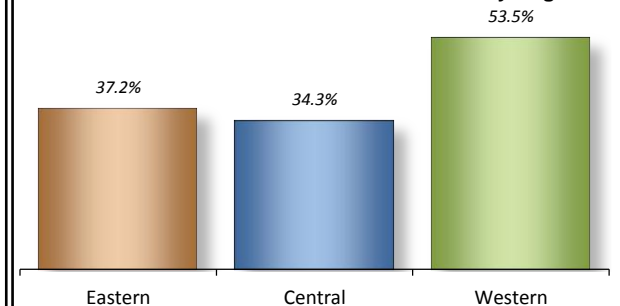
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/}	37.2% of 8,100 sampled outlets			34.3% of 5,650 sampled outlets			53.5% of 4,250 sampled outlets		
Special Rate ^{4/}	4.8% of stores w/ no-price promotions			7.0% of stores w/ no-price promotions			3.8% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 5,750			Activity Index = 2,210			Activity Index = 2,730		
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.89	70	0.89	0.98	150	0.98	1.19	10	1.19
" - Toms	0.89	70	0.89				1.19	10	1.19
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	140	1.99				2.99	10	2.99
Frozen	1.58 - 1.69	540	1.59	1.58 - 1.79	100	1.62	1.69 - 1.99	50	1.87
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	140	1.99						
Rotisserie	6.98 - 7.99	50	7.15	7.99	30	7.99			
Boneless, whole	4.89	90	4.89	4.89	130	4.89			
Cutlets	3.19 - 4.89	230	4.20	3.29 - 4.89	310	4.08			
Cutlets, thin sliced	4.99	100	4.99						
Strips									
Tenders	3.89 - 4.89	120	4.68	3.99 - 4.89	150	4.76	4.16	140	4.16
Marinated Tenders	3.49 - 4.05	110	3.98	2.93	20	2.93			
Drumsticks	1.59	260	1.59	1.39	10	1.39			
Thighs	1.89	10	1.89						
Wings	1.59	260	1.59	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.99	110	1.99	2.49	10	2.49			
Smoked Wings	1.99	110	1.99	2.49	10	2.49			
Smoked Necks									
GROUND TURKEY:									
Patties	2.69 - 2.99	170	2.89	2.50 - 3.50	220	2.54	3.50	140	3.50
Sausage	1.99 - 3.00	890	2.42	1.99 - 2.87	20	2.46	2.45 - 2.87	340	2.63
85% lean	1.33 - 2.00	510	1.83	1.74 - 1.99	280	1.96	1.33 - 1.99	270	1.67
93% lean	1.99 - 2.76	1,100	2.23	2.50 - 2.80	190	2.64	1.99 - 2.95	1,180	2.54
Breast (99-100% lean)	3.07 - 4.99	670	4.08	3.73 - 4.99	560	4.41	3.99 - 4.39	580	4.28
Rolls (frsh/frz 1 lb.)	1.00	70	1.00	1.09 - 1.39	140	1.24	1.25	30	1.25